



THE CHURCH  
OF ENGLAND

Diocese of St Edmundsbury  
and Ipswich

## Good practice on project development and management

**The application process can be challenging but usefully split into four steps:**

- **Partnership:** how to build the most relevant and the strongest partnership for your project
- **Tips:** to help you to manage the application process optimally
- **Communication:** how to prepare a communication plan
- **Budget:** how to set up a budget as far as possible

### Partnerships

- Partnerships must comply with the funder's conditions which you can check on their websites. Partnerships will be stronger if you already know the partners and you have worked with them before but that's not essential.
- Try to build a complementary partnership, which means each partner is active in a different field, has a different organisation type (business, school, not-for-profit organisation, etc.) This will enrich the sharing of good practices.

### Tips

- Check all the eligibility criteria for your project to avoid wasting time and effort on an application if your project doesn't fulfil the conditions.
- Aim to share out the work with your colleagues for the drafting of the bid. This way you save time and the whole team will be more productive, especially if each of you is working on their own favourite subject (i.e. the accountant works on the budget, the teacher on the education part, the historian on the new church guide etc.)
- Stay focused! Always follow the funder's guidelines and answer the question clearly and succinctly. Keep it simple and avoid jargon. Your message has to be clear for everyone.
- Before submitting your application, invite someone who doesn't know the project to read it to ensure it will be understood

### Communication

- You'll need to communicate your project and its outcomes, especially to the public it's aimed at. You need to ensure that the impact of your project will be known beyond the immediate project partnership.
- Aim for a local media strategy and don't forget local community publications and websites.
- Check your communication objectives against the SMART strategy: — Specific — Measurable — Appropriate — Realistic — Timed

### Budget

- The budget must be reasonable and split into different categories (costs of activities, operating costs, staff costs, etc). Aim to make your costings as accurate as possible by getting proper quotations to avoid having to revise your figures further down the line with the risk of losing credibility with funders.
- Aim to check the funding rules of each programme you are applying to. There may be a limit on the size of grants or maximum percentages which cannot be exceeded.
- Check that you haven't forgotten to include an activity such as travel costs or the expenses of volunteers working on the project. A mind map could help.
- Each programme sets out its own funding rules which must be obeyed! Read them carefully and adhere to them religiously.